

Oregon WIC 2014 Annual Report



62%

of women living outside of metro and urban areas used WIC during their pregnancy



161,335

Oregon women, infants and children were served by WIC



\$64.7 million

in WIC benefits spent at authorized grocery stores, pharmacies, farm stands and farmers' markets

Oregon WIC Program

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www.healthoregon.org/wic

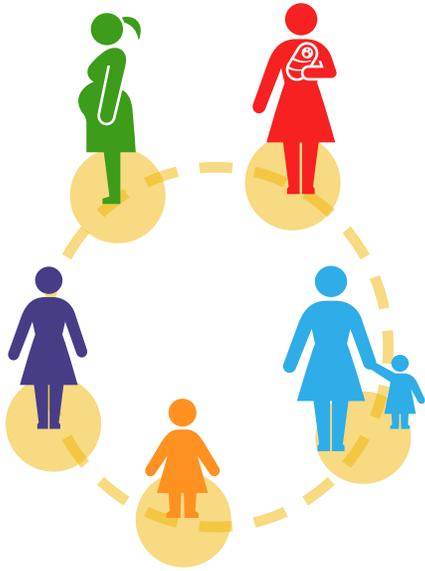
\$479,261

in sales to 699

farmers through the Oregon Farm Direct Nutrition Program



Lifelong health begins with WIC



As the Oregon WIC Program moves into its forty-first year as a leader in public health nutrition, it is more evident than ever the impact that WIC has on lifelong health.

WIC services are based on four fundamental pillars that support critical areas of child development:

- ▶ Nourishing foods
- ▶ Nutrition education
- ▶ Community referrals
- ▶ Prenatal and breastfeeding support

Through these services, WIC continues to play an important role in laying the foundation for healthy communities now and in the future.

▶ Nourishing foods

WIC is unique among public health and food assistance programs in what it provides. Each item in WIC food packages is scientifically evaluated by a national panel of experts to determine whether it is a good source of the nutrients most commonly deficient in the diets of pregnant women and young children. This prescriptive food package provides fruits and vegetables, whole grains, and calcium and iron-rich foods, all of which play an important role in ensuring healthy pregnancies and preventing obesity, heart disease, diabetes and cancer.

▶ Community referrals

An essential pillar of WIC is the emphasis we put on connecting participants to community resources and making pivotal health-related referrals. WIC links families to education, health and social services and so much more.



Our vision

Oregon families have the resources and knowledge to achieve optimal nutrition and lifelong health.

Our mission

Assure the provision of premier public health nutrition services by providing leadership, guidance and resources to local WIC programs, retailers and partners.



► Nutrition education

Through nutrition education and counseling, our trained staff provide practical and tangible tools on topics such as healthy habits, family meals, parenting skills and more. Families also learn ways to increase physical activity, maximize their food dollars and support their child's growth and development.

► Prenatal and breastfeeding support

Research has demonstrated there are several sensitive periods where the foods we eat and our environment can create cellular changes in our body that may influence our future health.

The nutrient dense foods WIC provides to pregnant women supports the critical stages of fetal development. Services in the postpartum period ensure that new mothers are provided with nutrients commonly depleted in pregnancy. WIC addresses another sensitive period by promoting exclusive breastfeeding. Cellular elements found only in breastmilk create a healthy mix of microbes in the infant's gut, which is linked to a healthier immune system.

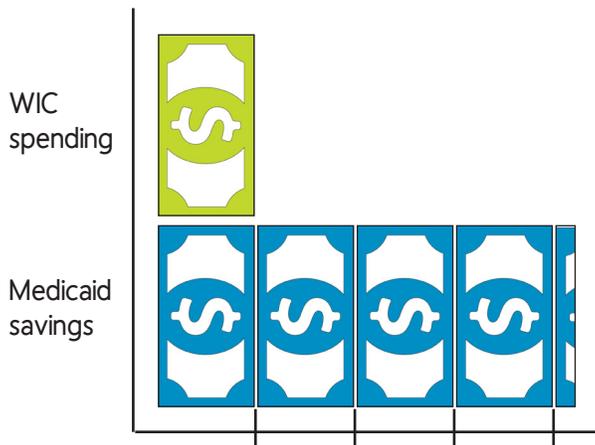


WIC provides the building blocks for healthy families

2014 highlights

- Produce for Better Health Foundation recognized Oregon WIC as a **2014 Public Health Role Model**. This honor acknowledges our efforts to improve the American diet by increasing fruit and vegetable consumption.
- The Oregon WIC Advisory Board, in partnership with the Oregon Hunger Task Force, hosted an event in the State Capitol to **celebrate 40 years of providing healthy starts for families**. Legislators, partners and stakeholders joined in this celebration to bring awareness to WIC's positive health and economic impact, reach and value.
- WIC hosted a workshop for staff and partners called Bridges Out of Poverty, a transformational and comprehensive approach to addressing and reducing poverty. We have **formed a learning collaborative** to continue examining the impact services have on health equity and the relationships with our participants and partners.

Return on WIC investment



For every dollar spent on a pregnant woman in WIC, up to \$4.21 is saved in Medicaid for her and her newborn baby because WIC reduces the risk for preterm birth and low birth-weight babies by 25% and 44%, respectively. *-National WIC Association, WIC: Solid Return on Investment While Reducing the Deficit, 2011*

How WIC funds are spent



WIC is an equal opportunity program and employer. For information or if you need this in an alternate format, call 971-673-0040 or TTY 800-735-2900.

WIC is a program of the Oregon Health Authority.



Family voices

What our participants are saying

“WIC has been a very helpful program for me and my family. The staff at the Eugene office has been kind and considerate. The classes are informative and give real-life solutions to feeding your family healthy food on a budget. The Farm Direct Program is awesome. Having access to fresh, local produce is really nice. Another thing I really appreciate about the WIC program is their focus on breastfeeding. This program not only encourages you to breastfeed, but provides support, knowledge, and resources for those needing help with the breastfeeding process. WIC is an exceptional program. It has helped my family immensely.”

-Lane County

“WIC has been great at helping our family get through my pregnancy with less stress and now getting a breast pump helps baby get the best nutrition as I return to work.”

-Josephine County

